

IN THE CLAIMS

1. (Currently Amended) A computer implemented method of transformational bidding with rebates and discounts in an online auction performed by a computer server, the method comprising:

receiving electronically at the computer server data representing a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders remotely located with respect to the computer server over the network;
in response to the first and second bids, the computer server executing one or more computer instructions to assign ~~assigning~~ a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids; ~~and~~
the computer server executing one or more computer instructions to transform ~~transforming~~ the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement;
the computer server executing one or more computer instructions to detransform the third value to a fifth value having the second unit of measurement;
the computer server executing one or more computer instructions to detransform the fourth value to a sixth value having the first unit of measurement; and

the computer server executing one or more computer instructions to transmit the fifth value to the second bidder and the sixth value to the first bidder, wherein the fifth value represents the first bid from the first bidder in view of measurement units of the second bidder, and wherein the sixth value represents the second bid from the second bidder in view of measurement units of the first bidder, such that the first and second bidders can use the fifth and sixth values to determine in their respective own views ranking of their respective bidding situations with respect to other bidders.

2. (Original) The method of claim 1 wherein the transforming comprises:
determining a first transformation factor for the first value;
determining a second transformation factor for the second value; and
converting the first value using the first transformation factor and the second value using the second transformation factor.
3. (Original) The method of claim 1 wherein the- transforming comprises:
performing a linear transformation for the first and second values having at least one of a multiplicative adjustment and an additive adjustment.
4. (Original) The method of claim 2 wherein the transforming comprises:
multiplying the first value by the first transformation factor and the second value by the second transformation factor.
5. (Original) The method of claim 2 wherein the determining comprises:

searching on a look-up table for the first and second transformation factors; and
retrieving the first and second transformation factors in accordance with the search.

6. (Currently Amended) A computer implemented method of transformational bidding with rebates and discounts in an online auction performed by a computer server, the method comprising:~~The method of claim 2 wherein the determining comprises:~~

receiving electronically at the computer server data representing a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders remotely located with respect to the computer server over the network;

in response to the first and second bids, the computer server executing one or more computer instructions to assign a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids; and

the computer server executing one or more computer instructions to transform the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement;

determining a first transformation factor for the first value and determining a second transformation factor for the second value, including

identifying a first set of transformation variables for the first value and a
 second set of transformation variables for the second value;
 specifying a first transformation function to derive the standard unit of
 measurement using the first value and the first set of transformation
 variables and a second transformation function to derive the standard
 unit of measurement using the second value and the second set of
 transformation variables;
 receiving a value for each of the first set of transformation variables and the
 second set of transformation variables; and
 calculating the first transformation factor using the received values and the first
 transformation function and the second transformation factor using the
 received values and the second transformation function; and
converting the first value using the first transformation factor and the second value
using the second transformation factor, such that the first and second bidders
can use the first and second values to determine in their respective own views
ranking of their respective bidding situations with respect to other bidders.

7. (Original) The method of claim 1 wherein the receiving comprises:
 electronically coupling the first and second bidders to an auction coordinator during
 the auction; and
 submitting the first and second bids to the auction coordinator online during the
 auction.

8. (Original) The method of claim 1 further comprising:

receiving at least one additional bid having an additional value from at least one additional bidder; and

transforming the additional value to a converted value having the standard unit of measurement.

9. (Original) The method of claim 1 further comprising:
conducting the auction as a reverse auction.
10. (Original) The method of claim 1 further comprising:
conducting the auction as a forward auction.
11. (Original) The method of claim 1 further comprising:
soliciting potential bidders.
12. (Original) The method of claim 11 wherein the soliciting comprises:
preparing a request for quotation;
providing the request for quotation to potential bidders; and
requesting the potential bidders to respond to the request for quotation.
13. (Original) The method of claim 12 wherein the requesting comprises:
identifying goods to be purchased.
14. (Original) The method of claim 13 wherein the requesting comprises:
identifying services to be purchased.

15. (Original) The method of claim 1 wherein the transforming comprises:
determining the standard unit of measurement according to a buyer comparative bid parameter.
16. (Canceled)
17. (Original) The method of claim 1 further comprising:
comparing the third and fourth values;
and ranking the third value with respect to the fourth value.
18. (Original) The method of claim 17 further comprising:
displaying the ranking to a buyer.
19. – 24. (Canceled)
25. (Currently Amended) A machine readable medium for storing instructions when executed, cause a ~~processor~~ computer server to perform a method that transforms bids with rebates and discounts in an online auction, the method comprising:
receiving electronically at the computer server data representing a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders remotely located with respect to the computer server over the network;

in response to the first and second bids, the computer server executing one or more computer instructions to assign ~~assigning~~ a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids; ~~and~~

the computer server executing one or more computer instructions to transform ~~transforming~~ the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement;

the computer server executing one or more computer instructions to detransform the third value to a fifth value having the second unit of measurement;

the computer server executing one or more computer instructions to detransform the fourth value to a sixth value having the first unit of measurement; and

the computer server executing one or more computer instructions to transmit the fifth value to the second bidder and the sixth value to the first bidder, wherein the fifth value represents the first bid from the first bidder in view of measurement units of the second bidder, and wherein the sixth value represents the second bid from the second bidder in view of measurement units of the first bidder, such that the first and second bidders can use the fifth and sixth values to determine in their respective own views ranking of their respective bidding situations with respect to other bidders.

26. (New) A machine readable medium for storing instructions when executed, cause a computer server to perform a method that transforms bids with rebates and discounts in an online auction, the method comprising:

receiving electronically at the computer server data representing a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders remotely located with respect to the computer server over the network;

in response to the first and second bids, the computer server executing one or more computer instructions to assign a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids; and

the computer server executing one or more computer instructions to transform the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement;

determining a first transformation factor for the first value and determining a second transformation factor for the second value, including

identifying a first set of transformation variables for the first value and a second set of transformation variables for the second value,

specifying a first transformation function to derive the standard unit of measurement using the first value and the first set of transformation

variables and a second transformation function to derive the standard unit of measurement using the second value and the second set of transformation variables,

receiving a value for each of the first set of transformation variables and the second set of transformation variables, and

calculating the first transformation factor using the received values and the first transformation function and the second transformation factor using the received values and the second transformation function; and

converting the first value using the first transformation factor and the second value using the second transformation factor, such that the first and second bidders can use the first and second values to determine in their respective own views ranking of their respective bidding situations with respect to other bidders.

27. (New) A computer server for hosting online auction, comprising:
 - a processor;
 - a memory coupled to the processor for storing instructions, when executed from the memory, cause the processor to perform operations, the operations including receiving electronically at the computer server data representing a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders remotely located with respect to the computer server over the network;

in response to the first and second bids, the computer server executing one or more computer instructions to assign a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids;

the computer server executing one or more computer instructions to transform the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement;

the computer server executing one or more computer instructions to detransform the third value to a fifth value having the second unit of measurement;

the computer server executing one or more computer instructions to detransform the fourth value to a sixth value having the first unit of measurement; and

the computer server executing one or more computer instructions to transmit the fifth value to the second bidder and the sixth value to the first bidder, wherein the fifth value represents the first bid from the first bidder in view of measurement units of the second bidder, and wherein the sixth value represents the second bid from the second bidder in view of measurement units of the first bidder, such that the first and second bidders can use the fifth and sixth values to determine in their

respective own views ranking of their respective bidding situations with respect to other bidders.

28. (New) A computer server for hosting online auction, comprising:

a processor;

a memory coupled to the processor for storing instructions, when executed from the memory, cause the processor to perform operations, the operations including receiving electronically at the computer server data representing a first bid from a first bidder and a second bid from a second bidder over a network, wherein at least one of a rebate and discount is offered with at least one of the first and second bids, and wherein the first and second bidders are seller bidders remotely located with respect to the computer server over the network;

in response to the first and second bids, the computer server executing one or more computer instructions to assign a first value and a first unit of measurement for the first bid and a second value and second unit of measurement for the second bid using in part the at least one of a rebate and discount offered with at least one of the first and second bids; and the computer server executing one or more computer instructions to transform the first and second values to third and fourth values, respectively, having a standard unit of measurement, the third and fourth values representing the first and second bids of the first and second bidders in view of the standard unit of measurement;

determining a first transformation factor for the first value and determining a second transformation factor for the second value, including identifying a first set of transformation variables for the first value and a second set of transformation variables for the second value, specifying a first transformation function to derive the standard unit of measurement using the first value and the first set of transformation variables and a second transformation function to derive the standard unit of measurement using the second value and the second set of transformation variables, receiving a value for each of the first set of transformation variables and the second set of transformation variables, and calculating the first transformation factor using the received values and the first transformation function and the second transformation factor using the received values and the second transformation function; and converting the first value using the first transformation factor and the second value using the second transformation factor, such that the first and second bidders can use the first and second values to determine in their respective own views ranking of their respective bidding situations with respect to other bidders.